

## **CONSUMER PRODUCTS**

### **Industry Tip Sheet**

#### **What is the Consumer Products Industry (CPI)?**

- Food & Beverages, Personal Care (including Hygiene and Cosmetics), and Small Appliances...may include Clothing & Apparel
- Success in CPI is all about marketing an individual product and promoting a brand name
- Competition is intense for shelf space so package design, marketing, and customer satisfaction are key elements
- Radio-frequency ID is becoming mandated (Walmart), indicating the need for engineers
- Structure is divided by manufacturing, marketing, and retail sales
- Some call this industry, Consumer Packaged Goods (CPG)

#### **Job Functions**

Engineering, Finance, Human Resources, IT, Marketing & Brand Management, Manufacturing, Operations, Research & Development, and Sales

#### **Typical Job Titles**

Advertising On-line, Artist, Customer Service, Engineer: Environmental/Logistics/Manufacturing, FDA Compliance, Finance Manager, IT, Lawyer, Market Researcher, Marketing Analyst, Product/Brand Manager, Public Relations, Research Scientist, Retail Sales, Writer

#### **Skills Sought**

- Can problem solve and think outside the box; can demonstrate these skills during interview and on resume
- Creative but who really understand that an invention isn't good if doesn't address what customers really need or could use
- Leadership is important and can be demonstrated in either organizations or projects; can be informal leader
- Good team member and can work with a diverse group of people

#### **Successful Interviews**

- Need to have a passion for your accomplishments and even for CPI (one student pulled out a cell phone case they designed; could bring a few pictures of projects)
- Demonstrate a desire to not accept status-quo; that you went above and beyond the requirements
- CMU students have an extra strength...the interdisciplinary nature of many activities, organizations and projects. Communicate how you worked with many different majors during Booth or Student Government

#### **Trends and Labor Market**

- **Technology:** One of the biggest technology trends is the rise in importance of customer relationship management (CRM) applications; CRM software collects information about customers, their behavior, and all aspects of their relationship with a company, allowing the company to better understand the marketplace for its products and how to increase sales and market presence; If you go into brand management in a CPG company, expect to use data collected by CRM applications to tailor your efforts to sell into the marketplace
- **Ethical Treatment:** There is increasing public demand for the ethical treatment of animals used in the testing of cosmetics and other products
- **Male Consumers:** the increasing use of cosmetics and beauty products by male consumers
- **Specialty Products:** the growing production and marketing of specialty products for minorities (such as hair products for African-American women); the development of "cosmeuticals," products that have medicinal or drug-like benefits
- **Green Products:** an increasing focus on the development of "green" products and manufacturing practices.

- **Nanotechnology:** One other trend is the growing use of nanotechnology, which is defined by Cosmeticinfo.org as “the development of materials that have at least one measured dimension in the range of 1–100 nanometers (1 nanometer = 1 billionth of a meter).” By developing materials and structures at a molecular level, nanotechnology can increase the effectiveness of products (such as sunscreens), and its use in manufacturing is expected to, according to the U.S. Department of Labor, “help conserve energy needed to produce chemicals and reduce the amount of waste products, making the manufacturing process more efficient.”
- **Marketing:** Employment of market research analysts and marketing specialists is expected to grow by 32 percent (or much faster than the average for all careers) through 2022, according to the U.S. Department of Labor
- **Cosmetics sales industry:** is one of the most successful industries in the United States

#### **Top Companies Ranked according to VAULT:**

##### **General Consumer Products**

1. S.C. Johnson
2. Nike
3. Whirlpool
4. Hasbro
5. Apple
6. Samsung Electronics
7. Sony
8. Mattel
9. Altria Group
10. Hewlett-Packard

##### **Food & Beverages**

- Coca-Cola
- Campbell Soup
- PepsiCo
- Nestle
- H.J. Heinz
- Kellogg
- Anheuser-Busch
- General Mills
- ConAgra Foods
- Mondelez International

##### **Personal Care**

- Johnson & Johnson
- Procter & Gamble
- Colgate-Palmolive
- Mary Kay
- Unilever
- Kimberly-Clark
- Avon Products
- Revlon
- Estee Lauder
- L’Oreal

#### **Additional Top Consumer Product Companies:**

- |         |        |                  |                   |
|---------|--------|------------------|-------------------|
| Bose    | Clorox | General Electric | Kraft Foods       |
| Cargill | Coach  | Hershey          | Reckitt Benckiser |

#### **Resources & Associations**

American Cosmetics Manufacturers Association

1050 17th Street, NW, Suite 600, Washington, DC 20036-4702, Tel: (202) 347-5800

<http://www.americancosmetics.org>

American Marketing Association

311 South Wacker Drive, Suite 5800, Chicago, IL 60606-6629, Tel: (800) 262-1150

<http://www.marketingpower.com>

The Fragrance Foundation

545 Fifth Avenue, Suite 900, New York, NY 10017-3636, Tel: (212) 725-2755

<http://www.fragrance.org>

National Association of Manufacturers

733 10th Street, NW, Washington, DC 20001, Tel: (800) 814-8468

<http://www.nam.org>

Personal Care Products Council

1101 17th Street, NW, Suite 300, Washington, DC 20036-4702, Tel: (202) 331-1770

<http://www.personalcarecouncil.org>

Society of Manufacturing Engineers

One SME Drive, Dearborn, MI 48128-2408, Tel: (800) 733-4763

<http://www.sme.org>

U.S. Food and Drug Administration

10903 New Hampshire Avenue, Silver Spring, MD 20993-0002

Tel: (888) 463-6332

<http://www.fda.gov/Cosmetics>

## Examples of Job Descriptions

### **Business Management Associate for General Mills**

At General Mills we think of ourselves as the Company of Champions. In our performance-driven culture, people tend to be hard-working, goal-oriented and excited by challenges. We are home to Cheerios, Wheaties, Pillsbury, Green Giant, Betty Crocker, Nature Valley and Yoplait.

- Open to all majors
- Demonstrated leadership and ability to work in teams
- Strong strategy and analytical problem solving, communication and interpersonal skills
- Sales position but really consult with already existing customers (such as Giant Eagle) and help them to build up the General Mills platforms in their stores (true 'selling' is only 5% of the job)
- Responsibilities
  - Manage the execution of a brand strategy from start to finish...ownership
  - Develop and interact through strategic relationships with accounts to grow the business...consult
  - Leverage data to drive measurable results through your analysis and insights...analyze
  - Share your ideas as part of a business develop team...creativity
  - Build relationships with cross-functional teams, mentorships, and diversity networks...network
  - Develop your career and personal growth with trainings and personalized learning...grow

### **Research & Development Leadership Program for Reckitt Benckiser**

RB is the world's leading consumer health and hygiene company. We work with the best people to challenge conventional thinking and keep giving people innovative solutions for healthier lives and happier homes, through our brands like Mucinex, Durex, Lysol, Finish and Airwick.

- Real work experience in 3 different R&D functions – chosen from: Category R&D, Global Regulatory, Clinical & Medical, Engineering & 3D, Sustainability, Consumer Sciences & Sourcing or Scientific Services Group!
- Focus on engineering and science majors
- Individual development plans – let's work out what's the best for you!
- Game changers with strong leadership skills

#### Responsibilities:

- Develop new products and technologies based on relevant consumer insights in support of brand initiatives.
- Represent R&D on key projects through the product development process.
- Work cross-functionally and be R&D lead on project teams to achieve key milestones and objectives.
- Collaborate with various business functions to develop, prioritize and execute project portfolio and pipeline
- Lead and advance multiple projects through various aspects of the product development process
- Foster strategic growth in innovation, processes, and systems across teams and the organization
- Foster personal development growth with continuous coaching and feedback on career development as per the R&D Mission, Guiding Principles, and Corporate Core Values.